

COGstrategy[®]

BRAND AUDIT

Case Study – Fiducian



DISCOVER



THE COG STRATGEY APPROACH TO A BRAND AUDIT



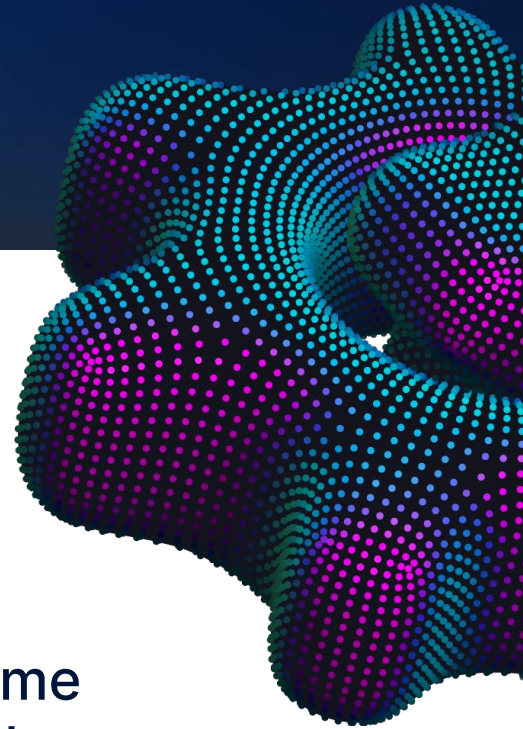
FIDUCIAN
Financial Services
INTEGRITY • TRUST • EXPERTISE

This document will introduce you to one of the COG Strategy Brand Audit projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!



COGstrategy®

FIDUCIAN GROUP
BRAND AUDIT

November 2017
Prepared by COG Strategy

COGstrategy®

BRAND AUDIT

WHAT THIS IS ABOUT

The Brand Audit is a measure of a brands performance against key business objectives and evaluates industry presence.

It's the start of the process where we seek to increase the product's perceived value to the customer and thereby increase brand equity.

The discoveries made within the auditing process deliver key insights which offer the client a dashboard of current business and brand information.

The Brand Audit takeaway is an advised action task set that supports brand management, brand repair and brand re-positioning.

The audit will support a brand and marketing strategy and assist in building brand equity, performance and longevity.

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BRIEF

WHAT WE STARTED WITH

The Brand Audit for The Fiducian Group should encompass the broader brand to enable a strategic rebrand to take place.

The Brand Audit should consider the current health and ability for the business to take its model to the market, deliver the portfolio and communicate its propositions and value statements.

Delivery should contain clear outcomes to justify a broader brand review, a customer segmentation via highlighted demographic related products and services.

A key focus is towards the digital environment with consideration to The Fiducian's Group digital activities and business touch points.

Included is an assessment of the effectiveness of marketing tools for the brand; targeted audience that is measured against competitor activities in digital channels.

The audit should present a report that delivers a status of the brand and its immediate score against its business proposition, its direct competition and the industry in which it resides.



WHAT WE KNEW FROM THE START

Fiducian approached COG Strategy with a brief to perform a Brand Audit prior to a total company rebrand.

The [Fiducian Brand Audit](#) is a measure of a brands performance against key business objectives and evaluates industry presence.

The Fiducian brand was a clumsy and fragmented finance entity that had little structure or brand management systems in place.

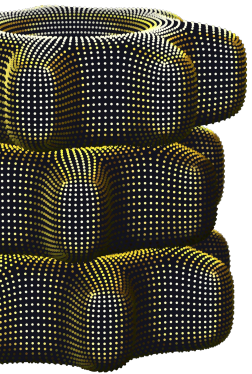
With a diluted brand across numerous market sectors and a large spread geographically, there was to be a broader review to understand the equity that was currently in play prior to any updates to key brand touchpoints. Ideally to ascertain the amount of brand fragmentation and performance metrics of brand assets.



ABOUT THE CLIENT

Since 1997, Fiducian's financial experts and their custom-built systems and technology have helped Australians secure a future of financial prosperity and business owners to achieve commercial success. Their boutique wealth management and financial planning business provides advice to our clients through a national network of over 60 financial planners.

The Fiducian Group Limited is an ASX-listed specialist financial services organisation that continues to deliver premium wealth services and solutions for our clients and solid returns for our shareholders. Our securities are quoted on the ASX under the code FID.





BRAND EXPLORATORY



COMPETITIVE ANALYSIS



FROM THE CLIENT

“An extremely insightful, thorough and considered brand audit that allows us to understand the legacy of the Fiducian brand and how we can improve in the future.”

- [Julie Hardgrave](#)
Head of Marketing





THE COG STRATEGY SERVICES IN THIS PROJECT.

RESEARCH PHASE

The COG Strategy approach at research phase is to align the most appropriate research type.

For this project we performed qualitative research, focus groups, data mining, digital analytics, market analysis, interviews, market segmentation, competitor activity analysis, and in market activity audits.

We assess, we think, we engage.

BRAND AUDITING

The Brand Audit Service by COG Strategy Agency Sydney is a comprehensive review of an existing brand and business. This projects we worked towards restructuring the identified parts of the business under review to produce better business results and build brand equity.

The goal is to determine the strength of brand to understand what the opportunities are for improvement.

DELIVERING INSIGHT

A key part of this project was the delivery of 'insight'.

Brand insights are all about how well you know and understand your brand and how it aligns with your target audience needs.

It is an umbrella term that covers metrics like brand awareness, brand perception, brand integrity, brand trust, as well as a brand's value proposition and mission.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Strategy for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- Auditing a heavily fragmented brand
- Researching a brand that is diluted across the broader business.
- Auditing a franchise business model

BRAND INVENTORY

Brand Elements: Logo

The company logo of a lion symbolises Strength, Character and Security - characteristics which sit well with the Integrity, Trust and Expertise associated with the meaning of the Fiducian name.

Fiducian Justification

It is therefore, within the ambit of working in a fiduciary manner and with high transparency, that Fiducian provides financial services for the benefit of clients, investors, staff and shareholders. It is with pride that Fiducian has a high level of Integrity and inspires a similar level among all Fiducian group members.



CORONAVIRUS (COVID-19)

Read the latest updates from Fiducian on the impact of any effects of the evolving situation on the markets.

IMPACT ON GLOBAL SHARE MARKETS

The global economy was slowing down due to the recent outbreak of the so-called coronavirus that in a short time has led to a widespread investor and consumer confidence crisis. IMF was forecasting minimal disruption to the global economy as late as 22 February. However, the outlook has deteriorated significantly than expected.

Quarterly investment Strategy

Financial Advice

Superannuation

Integrity, Trust
& Expertise

Fiducian Group Limited is a

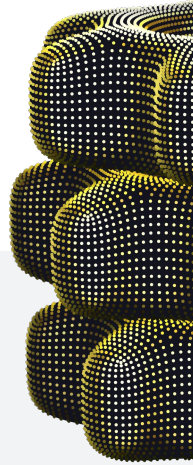


BRIEF SUMMARY

Fiducian approached COG Strategy with a brief to perform a Brand Audit prior to a total company rebrand.

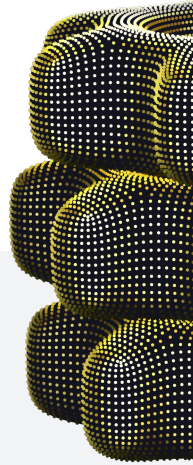
The [Fiducian Brand Audit](#) is a measure of a brands performance against key business objectives and evaluates industry presence. The COG Strategy Brand Audit would supply detailed insights that would support the rebranding projects including corporate identity, website and digital platforms, outdoor media and company division branding.

It's the start of the Rebranding Process for [Fiducian](#) where our Sydney Strategy Agency seeks to increase the product's perceived value to the customer and thereby increase brand equity of this Australian finance business.





SOLUTIONS SUMMARY



A deep research excursion to discover the true worth of the brand and use true insights to justify this.

The discoveries made within the Fiducian brand auditing process delivers key research, trend and insight which offered COG Strategy's client a dashboard of current business and brand information. The Fiducian Brand Audit takeaway is an advised action task set that supports brand management, brand repair and brand re-positioning. The brand audit will support a brand and marketing strategy for Fiducian and assist in building brand equity, performance and longevity.

This [Brand Audit](#) for Fiducian considered the current brand health and ability for the Sydney Finance Company to take its model to the market, deliver the portfolio, and communicate it's proposition and value statements.

Delivery contained clear outcomes that justified a broader brand review, a customer segmentation via highlighted demographic, related products and services. The key focus was towards the digital environment with considerations to The Fiducian Group's digital activities and business touch points. A [Digital Strategy](#) would be a key follow on activity.

BRAND INVENTORY

Mission And Vision

At Fiducian we believe that integrity, Trust and Expertise are the cornerstones of our organisation, entrusted to build wealth for clients. Across the business, we ensure that everything we do encapsulates these qualities. Through these values we aim to build long term relationships based on mutual trust with clients.

The company logo of a lion symbolises Strength, Character and Security – characteristics which sit well with the integrity, Trust and Expertise associated with the meaning of the Fiducian name. It is therefore, within the context of working in a fiduciary market and with high transparency, that Fiducian provides financial services for the benefit of clients, investors, staff and shareholders. It is a principle that Fiducian has a high level of integrity and makes a point of ensuring all Fiducian Group members.

Key Statements

Integrity, Trust and Expertise
Build Wealth For Clients
Build Long Term Relationships Based On Mutual Trust
Strength, Character and Security
Provides Financial Services For The Benefit Of Clients, Investors, Staff And Shareholders

SCORECARD SUMMARY

Branding Dimensions	Level
Brand Strategy	2.3/5.0
Brand Alignment	2.2/5.0
Brand Strategy	1.3/5.0
Brand Strategy	2.5/5.0
Weighted Average	1.8/5.0

COMPETITOR ANALYSIS

The Fiducian Group faces a staggering amount of competition both directly and indirectly, given its market share across multiple financial market sectors.

A very wide offering of products and multiple brand extensions place The Fiducian Group competitively in industries involving Wealth Management, Financial Planning, Funds Management, Superannuation, Asset Services and Business Advisors (BSA, BSC).

The Fiducian Group's direct and indirect competition are a mix of blue chip, independent and franchise businesses.

There are over 18,000 financial advisers in Australia. These advisers work for 749 advisory groups (operating via 8000 financial planning practices).

The most common method for the industry to provide advice is via a mix of the 180 dealer groups in Australia.

Around 85% of financial advisers (that is, more than 15,000 of the 18,000 in total advisors) are associated with product manufacturers in one way or another. The advisor works with the dealer group and uses the dealer's support services, and/or the advisor is directly employed as an authorised representative under the corporate entity's Australian Financial Service License (AFSL).

COMPETITOR ANALYSIS

Financial advisers that only around 5,000 (28,000 was 35,000) financial advisers in Australia are not associated with product manufacturers (that is key 15-18% of advisers).

A total 184 out of the financial advisers in Australia are selling product other than merely providing financial advice - operating as sales-based or transactional professionals.

Financial planners with 250+ advisers are considered a premium competitor and are ANZ, CBA, NAB, ANZ, Westpac / BT, QICF, Morgan, Centric Wealth, SMF Advisors Network, Sydney, Devo, Bell Potter Securities and GR Wealth.

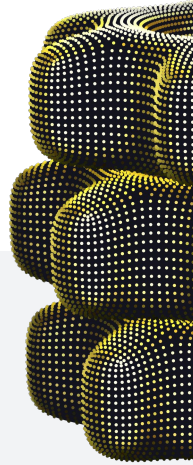
Financial planners with 50 to 249 advisers are considered an immediate competitor and fit around 150 companies that comprise over 5,000 financial planners.

Finally, there are hundreds of companies that employ 1 to 49 financial advisers (approximately 6,500 financial planners in total) that can be considered indirect competitors.

Financed by employed financial advisers, The Fiducian Group with approximately 62 advisers sits in the upper half of the mid size against this group.



RESULTS SUMMARY



A comprehensive review that enabled the client to disseminate accurate information to key stakeholders, internally and externally.

This delivery formed the spine of critical briefing and scoping for suppliers to the broader rebranding process, and also enabled justification to the company board to why the business should invest in rebranding and the development of new brand assets. The clear outcome was that critical elements of the Fiducian brand asset group needed to be overhauled and realigned. These included websites, marketing communications strategies, digital marketing strategy and general corporate identity and positioning.

Immediate Solutions

- **Customer-centric:** It doesn't matter who YOU think you are; it matters who THEY think you are. Make your clients feel they're value not just by what you offer but by how you deliver it.
- **CX:** Ensure a seamless customer experience regardless of how they access you services.
- **Simplify:** Confused people don't engage. Simplify your processes to make it easy for people to find you and buy from you.
- **Relationships:** Your ultimate goal is brand loyalty. Give people a reason to stay with you for the long term.



THE COG BRANDING PRODUCT SOLUTIONS

[DOWNLOAD THE PRODUCT GUIDE](#)



[LEARN MORE >](#)



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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